

Dec 2025 Outreach Report



**West Adams
Neighborhood
Council**

LEARNING AS WE HEAD INTO 2026

December has been about learning from early tests and establishing a repeatable communications rhythm.

As we close out the year, the Outreach Committee has stronger visibility into what resonates with our community and how we can build on this momentum moving into 2026.

Next up is 2026 planning. WANC will start regular Outreach Committee Meetings in 2026. We hope to focus on a mix of annual community events and year-round initiatives. Things like a toy drive (Dec), back-to-school giveaway (Sept), or ongoing efforts like cleanups, local business and market showcases. We hope to pair this with a shared events calendar with CD10 and community partners.

As always, forward emails to a neighbor, share the signup link on your IG or bring one friend to the next meeting.

SNAPSHOT LAST 60 DAYS

6,929

Emails Sent

1,313

Total Contacts

6

Campaigns -
Automated Welcome
Series , Meeting
Reminders and
Community Events

51%

Open Rate - 15% higher
than industry standard

24

New Contacts

14

Unsubscribes

ALL

Messaging delivered cross
channel on - Social, Web and
Email



To move from reactive communications to a more proactive community strategy in 2026, we initiated outreach to CD10 to begin coordinated planning for 2026. On the right is the message sent to Heather Hutt and her team.

Email to Heather Hutt

“As we wrap up 2025 and look ahead to 2026, the WANC Outreach Committee would love to begin to collaborate with CD10 and find ways to better align our efforts. Ideally we could set up a planning session, either over Zoom or in person, to explore how we can be more proactively involved in city initiatives rather than promoting events after they’re finalized.

One of our goals is to strengthen the partnership and communication within the neighborhood council but also with the council office so we can support each other’s work and build more meaningful engagement across the community.

In the short term, to get some momentum, please share all useful materials with the Outreach Committee (cc’d), instead of sending them directly to individual board members. This will allow us to consolidate materials into email and social content and ensure things don’t fall through the cracks.

Please let us know a few times that work well for you or others to meet to kick off 2026 collaboration.

Lastly, we wanted to check whether Councilmember Hutt might be available to attend one of our early-2026 monthly meetings in person. She hasn’t joined us this year, at least since the new board members were elected, and we believe her presence could create excitement, boost turnout, and serve as a valuable community-building moment.”

We are now working toward building a shared 2026 schedule.

UP NEXT

Plan against a Seasonal Calendar

- a.Spring: Spring Fling-style community event
- b.Summer: Summer camp raffle
- c.September: Back-to-School Supplies Giveaway — find partner
- d.October: Halloween at the Rec Center
- e.November: Turkey giveaway — find partner
- f.December: Toy drive — find partner

Set 2026 Outreach Goals like,

- a.Grow email list, Instagram following, and website traffic by at least 10%
 - b.Attend at least 5 community events throughout the year
 - c.Deliver at least 6 new community opportunities/programs
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